

# 2011 Utah FFA Association Agricultural Communications Career Development Event

Theme:

## “FFA RECRUITING AND EDUCATIONAL ACTIVITIES”

April 26, 2011 - 8:00 a.m. to 4:00 p.m.

The State CDE will conform as closely as possible to the rules in the National CDE Handbook 2006-2011 with the following adaptations.

1. The event will consist of one four-member team from each chapter (News Writer, Press Release Writer, Broadcaster, and Graphic Designer). A fifth member *may* be included for the team presentation. This fifth member will be expected to serve as the Web Designer should the team qualify for the national event.
2. **Communications Project Proposal** – An electronic copy of the Communications Project Written Proposal must be emailed to Brett Evans at [brettevans@utffa.org](mailto:brettevans@utffa.org). The written proposal must be RECEIVED by Friday, April 8<sup>th</sup> or the team will not be allowed to compete. Applications will be accepted only in the following formats PDF (preferred), Microsoft Word, Microsoft Excell, Microsoft Publisher or Corel Wordperfect. The team must **bring 4 hard copies of the proposal** with them to the competition on April 26. Please follow the guidelines associated with the Project Proposal as outlined in the National Agriculture Communication Event Handbook.
3. **Equipment & Set Up** – Only the following equipment will be supplied by the event officials. Teams are responsible to provide additional equipment for the Communications Project Presentation.  
- Computer Projector  
Advisors may help their teams with the initial set up of media, but are prohibited from engaging in or assisting with any part of the students’ presentation including running the computer, projector, or any media they may have.
4. **Dress** – Event participants will be in Official Dress. Any team with contestants not in Official Dress as described in the Utah FFA Association Chapter Guide to State FFA Activities will be docked the full 10 pts from the Professionalism portion of the Communications Project Presentation Score Card.
5. **Editing Exercise** – The event will use AP proofreaders’ marks. Therefore, contestants will be expected to use the correct symbols when doing the editing exercise.
6. **Communications Quiz** – Each team member will complete a 25 question quiz that covers basic elements in the areas of communication. The questions will be randomly selected from the **2006, 2007, 2008, and 2009** National Agriculture Communication Quiz’s. These quizzes’ can be found in the past question and answer CD’s Packets or by contacting the event superintended.
7. **News Writers Practicum** – No computers will be available for use in the practicum, it will be done entirely by hand. Teams may not bring computers for use in this practicum. Legibility will count toward the judging. Paper will be provided to students.
8. **Press Release Writers Practicum** – No computers will be available for use in the practicum, it will be done entirely by hand. Teams may not bring computers for use in this practicum. Legibility will count toward the judging. Lined paper will be provided to students so they must insert the correct press release format onto the lined paper.
9. **Broadcasters Practicum** – The contestants are responsible to **bring their own tape recorders** (NO micro cassettes). Blank cassette tapes will be provided. Recording/equipment quality will not be a factor in judging. There will be no special accommodations made to students who do not bring a tape recorder.

10. **Graphic Designers Practicum**-Each Graphic Designer **WILL BE** responsible for bringing his/her own laptop with the **Adobe InDesign CS5 program** downloaded to this event. You can download a free 30 day trial of InDesign from:  
<http://www.adobe.com/products/indesign/>  
 There will be no special accommodations made to students who do not have the Adobe InDesign program on their laptop. Please follow the outline for the graphic design practicum as outlined in the 2006-2011 CDE handbook.
11. **Web Designer Practicum**- There will be **NO** Web Design Practicum this year. We will add this practicum next year for the 2012 Utah Ag. Communications event.

**EVENT SCHEDULE**  
**(Based on a ten team rotation)**

**Note: When rooms have been reserved you will receive an updated schedule**

- 7:45-8:00 am. Team Registration
- 8:00 a.m. CDE Orientation
- 8:20 a.m. Editing Exercise & Communication
- 9:00 a.m. News Conference
- 9:15 a.m. News Conference Question & Answer Period - News & Press Release Writers ONLY
- 9:15 a.m. Broadcaster & Graphic Design Practicums Begin
- 9:30 a.m. News Writers Practicum Begins
- 9:30 a.m. Press Release Writers Practicum Begins

Project Proposal Presentations Begin

- 11:00 a.m. Team 1 \_\_\_\_\_
- 11:30 a.m. Team 2 \_\_\_\_\_
- 12:00 p.m. Team 3 \_\_\_\_\_
- 12:30 p.m. Team 4 \_\_\_\_\_
- 1:00 p.m. Team 5 \_\_\_\_\_
- 1:30 p.m. Team 6 \_\_\_\_\_
- 2:00 p.m. Team 7 \_\_\_\_\_
- 2:30 p.m. Team 8 \_\_\_\_\_
- 3:00 p.m. Team 9 \_\_\_\_\_
- 3:30 p.m. Team 10 \_\_\_\_\_

4:00 p.m. Event concludes

If you have any questions about the contest please feel free to contact:

Mandy Long  
 Phone: 801-664-3311  
 Email: [mandyleelong@hotmail.com](mailto:mandyleelong@hotmail.com)

Thanks for all your hard work getting your teams ready so we can make this year a great contest.